Rep Order# 9776215 Ver# 7 Status Revised Traffic Order# 44905 **Printed:** 10/23/2012 1:39 PM 1 of 2 EC'd Yes

Last Received: 10/23/2012 9:34 AM Showing Buylines: All Rep & Sta Revised Lines

WKRC-TV CINCINNATI, OH Station

) POLITICAL ISSUE GROU Advertiser

Product **CROSSROADS GPS**

Estimate# 999

Buyer ANNE BRAUNSCHEIDEL

Phone# Fax#

Hiatus Weeks

Agency

) MENTZER MEDIA SERVICES

600 FAIRMOUNT AVE, SUITE 306

TOWSON, MD 21286 Agency C/P1/P2/E

//999

Flight Dates 10/23/2012 - 10/29/2012

Rep Firm

Sales Office () WASHINGTON

) ALEXANDRA BRADLEY Salesperson (

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL MKGDS OK PER BUYER. PLS CNF

LT	Ln	Day T	'ime	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	* 1	TU-F 3	P-4P	DEAL		:30	S500.00	10/23-10/26	2	1	2	\$1,000.00	
		Sales Remar	k: V	77 1X NA.									
		V7 Comment	Changed,	Spots/week Changed									
	*14	SU 4	P-7P	NFL		:30	s7,500.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remar	k: V	77 1X NA									
		V7 Comment	Changed,	Spots/week Changed									
	*22	SA 1	.2P-330P	FTBLL	ρ4	:30	s500.00	10/27-10/27	2	1	2	\$1,000.00	
		Sales Remar		77 MKGD.	1 6							,	
		V7 Added			Market State of State								
					00								
	*23		P-4P	NFL	63	:30	s7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Sales Remar	k: \	/7 MKGD	The state of the s			•					
		V7 Added			Carried								

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

10/23/2012 1:39 PM 2 of 2 Printed: Rep Order# 9776215 Ver# 7 Status Revised Traffic Order# 44905 Last Received: 10/23/2012 9:34 AM EC'd Yes Showing Buylines: All Rep & Sta Revised Lines

//999

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) WASHINGTON

202-955-5342

202-955-5348

) ALEXANDRA BRADLEY

) MENTZER MEDIA SERVICES WKRC-TV CINCINNATI, OH Agency 600 FAIRMOUNT AVE, SUITE 306) POLITICAL ISSUE GROU Advertiser (TOWSON, MD 21286 Product **CROSSROADS GPS**

WKRC

Agency C/P1/P2/E Flight Dates 10/23/2012 - 10/29/2012 ANNE BRAUNSCHEIDEL Hiatus Weeks

Fax# 35 / \$68,950.00 Nov 12: 6 / \$6,500.00 Oct 12:

Sales Totals: 41 / \$75,450.00 Station Totals: 41 / \$75,450.00 Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---

0% 0% WCPO 22% UNKN WBQC Market Totals \$243,387 CABL 0% EKRC 0% 19% 31% WLWT 28% WSTR 0% WXIX

null Books RA35+ Demos

Estimate#

Buyer

Phone#

Rep Order# 9776215 Ver# 6 Status Returned Traffic Order# 44905 Printed: 10/23/2012 8:59 AM 1 of 2 EC'd Yes

TOWSON, MD 21286

07/25/2012 10:10 AM Last Received: Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH

Advertiser) POLITICAL ISSUE GROU

Product CROSSROADS GPS

Estimate# 999

Buyer Phone# Fax#

ANNE BRAUNSCHEIDEL

Agency C/P1/P2/E Flight Dates

Agency

//999 10/23/2012 - 10/29/2012

600 FAIRMOUNT AVE, SUITE 306

) MENTZER MEDIA SERVICES

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 1 another na on 10/27 t/r lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU-F	3P-4P	DEAL	:30	s500.00	10/23-10/26	4	1	4	\$2,000.00	
		Station 1	Remark:	V6 1x na $10/23$ no time mg sat $12+330$ big east fb anoth na on $10/27$ mg sat								
	*14	SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Station 1	Remark:	V6 1x na on $10/28$ due to pgm change. NCIR.	MG 1x St	un 1/4p on 10/	28					

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

--- SALES MONTHLY TOTALS---

Nov 12: 6 / \$6,500.00 Oct 12: 35 / \$68,950.00

Sales Totals: 41 / \$75,450.00 Station Totals: 41 / \$75,450.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$243,387 CABL EKRC UNKN WBQC WCPO 22%

10/23/2012 8:59 AM 2 of 2 Printed: Rep Order# Status Returned Traffic Order# 44905 9776215 Ver# 6 Last Received: 07/25/2012 10:10 AM EC'd Yes Showing Buylines: All Rep & Sta Revised Lines

Sales Office (

) WASHINGTON

) MENTZER MEDIA SERVICES Rep Firm WKRC-TV CINCINNATI, OH Agency (Station

600 FAIRMOUNT AVE, SUITE 306) POLITICAL ISSUE GROU Advertiser (TOWSON, MD 21286 Product CROSSROADS GPS

RA35+

Demos

) ALEXANDRA BRADLEY Salesperson (Agency C/P1/P2/E //999 Estimate# 999

Flight Dates Salesperson Phone# 202-955-5342 10/23/2012 - 10/29/2012 ANNE BRAUNSCHEIDEL Buyer Salesperson FAX# 202-955-5348 Hiatus Weeks Phone# Fax#

WKRC 31% WLWT 288 WSTR 0 원 WXIX 19%

null Books

Connell II, Jim

From: Sent:

Subject: <u>ا</u>

ahoff@local12.com Monday, October 22, 2012 2:36 PM Connell II, Jim; Williams, Lynda Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Information: Order

Order #: 44905 Order Total: \$75,450.00 Agency: Mentzer Media Services Advertiser: Crossroads Grass Root Political Product: CROSSROADS GPS Alternate Order #: 09776215

Estimate #: 999

-10/29/12Dates: 10/23/12 Flight

Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

(44905-1-1)Information

Preempted Spot Inf Rate: \$500.00 Air Date: Wed 1 Eligible Days: -

1x fet 6-Out on 10 por Nan

10/24/12

-TWThF--

Deal Inventory Code: Let's Make a Deal Inventory Description: Let's Make Inventory Code Time: 3:00 PM-4:00

a PM

Spot Type: NM

:30

Length:

Channel(s): [1] WKRC Priority: Preemptible w/o Notice Preempt Reason: No Avail

Rep Order# 9776215 Ver# 4 Status Returned Traffi

Traffic Order# 44905 Printed: Last Received: 10/22/2012 12:39 PM 07/25/2012 10:10 AM

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH

Advertiser () POLITICAL ISSUE GROU

Product CROSSROADS GPS

Estimate# 999

ANNE BRAUNSCHEIDEL

Buyer Phone# Fax#

EC'd Yes

Agency () MENTZER MEDIA SERVICES 600 FAIRMOUNT AVE, SUITE 306

> TOWSON, MD 21286 C/P1/P2/E //999

Agency C/P1/P2/E //999 **Flight Dates** 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

1 of 2

Salesperson Phone# 202-955-5342 **Salesperson FAX#** 202-955-5348

--- CONTRACT COMMENT ---

--- REMARKS ---

pls see line 1 t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU-F	3P-4P	DEAL	:30	s500.00	10/23-10/26	4	1	4	\$2,000.00	
		Station	Remark:	V4 1x na 10/23 no time mg sat 12+330 big east fb	p 10/27	ncir						
	*14	su	4P-7P	NFL	:30	s7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Station	Remark:	V4 1x na on 10/28 due to pgm change. NCIR.	MG 1x S	un 1/4p on 10,	/28					

--- REPORT TOTALS---

Report Totals: 5 / \$9,500.00

--- SALES MONTHLY TOTALS---

Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00

Sales Totals: 41 / \$75,450.00
Station Totals: 41 / \$75,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$243,387 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPO 22%

 Rep Order#
 9776215
 Ver#
 4
 Status
 Returned
 Traffic Order# 44905
 Printed:
 10/22/2012 12:39 PM
 2 of
 2

 EC'd
 Yes
 Yes
 Last Received:
 07/25/2012 10:10 AM
 Showing Buylines:
 All Rep & Sta Revised Lines

WLWT

28%

WSTR

0 원

) WASHINGTON

WXIX 19%

) ALEXANDRA BRADLEY

) MENTZER MEDIA SERVICES Rep Firm Agency (WKRC-TV CINCINNATI, OH Station Sales Office () POLITICAL ISSUE GROU 600 FAIRMOUNT AVE, SUITE 306 Advertiser (TOWSON, MD 21286 Salesperson (CROSŚROADS GPS Product Agency C/P1/P2/E //999 999 Estimate#

Buyer ANNE BRAUNSCHEIDEL Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 202-955-5342 Phone# Fax#

31 ક

WKRC

Books null Demos RA35+

Connell II, Jim

From:

Sent: .. O

Subject:

ahoff@local12.com Friday, October 19, 2012 4:45 PM Connell II, Jim; Williams, Lynda Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Order Information:

44905 Order #: 4490 Order Total:

Order Total: \$75,450.00 Agency: Mentzer Media Services Advertiser: Crossroads Grass Root Political

CROSSROADS GPS

#: 09776215 Product: CROSSROADS GPS Alternate Order #: 09776 Estimate #: 999 Flight Dates: 10/23/12 -Demo: Adults 35+

10/29/12

Millennium Washington DC, Millennium, National Sales Information:

following spot(s) have been preempted: The

Preempted Spot Information (44905-1-3)

Rate: \$500.00
Air Date: Tue 10/23/12
Eligible Days: -TWThF--Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30

a Deal

БM

Channel(s): [1] WKRC
Priority: Preemptible w/o Notice

(x Ja+ 12-3:34) (Res Est Fel) os 10(2) Actre

Spot Manager: All, 10/23/12-10/29/12



Spot # AE Order Product Descripti Estimate # Priority Rate Ad-ID Inv. Code (Booked) Time Period Date Weekday | Air Time Length Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 44905 Line: 1 P-3 2 MWASH :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM **CROSSROADS GPS** 999 10/25/12 Thursday3:28:36 PM 999 P-3 4 MWASH :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM CROSSROADS GPS 10/26/12 Friday3:29:16 PM 2 \$1,000.00 Line: 2 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PCROSSROADS GPS 999 P-2 2 MWASH 10/24/12Wednesday1:28:01 PM :30 \$850.00 P-2 3 MWASH :30 \$850.00 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PCROSSROADS GPS 999 10/25/12 Thursday1:05:06 PM 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PCROSSROADS GPS 999 P-2 1 MWASH :30 \$850.00 10/26/12 Friday1:27:21 PM \$2,550.00 3 Line: 3 999 P-2 3 MWASH \$1,200.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS 10/23/12 Tuesday3:19:17 PM :30 P-2 1 MWASH 999 10/24/12Wednesday3:04:19 PM :30 \$1,200.00 6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS CROSSROADS GPS 999 P-2 4 MWASH Thursday3:19:32 PM :30 \$1,200.00 6p Local 12 News at Six 6:00 PM-6:30 PM 10/25/12 6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS 999 P-2 2 MWASH 10/26/12 Friday3:11:38 PM :30 \$1,200.00 4 \$4,800.00 Line: 4 P-3 1 MWASH 7:00 PM-7:30 PM CROSSROADS GPS 999 10/23/12 Tuesday7:28:34 PM :30 \$900.00 OHSNT\ M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 999 P-3 3 MWASH :30 \$900.00 M-F 7p-730p 10/24/12Wednesday7:22:14 PM 7:00 PM-7:30 PM CROSSROADS GPS 999 P-3 4 MWASH :30 \$900.00 M-F 7p-730p 10/25/12 Thursday7:27:34 PM P-3 7:00 PM-7:30 PM CROSSROADS GPS 999 2 MWASH 10/26/12 Friday':10:42 PM :30 \$900.00 M-F 7p-730p \$3,600.00 4 The second of the second of the Line: 5 P-3 1 MWASH 11:35 PM-12:35 XM CROSSROADS GPS 999 :30 \$650.00 OHSNT\Letterman 10/23/12 Tuesday2:11:30 XM 2 MWASH CROSSROADS GPS 999 P-3 :30 \$650.00 Letterman 11:35 PM-12:35 XM 10/24/12Wednesday2:11:00 XM 999 P-3 3 MWASH 11:35 PM-12:35 XM CROSSROADS GPS 10/25/12 Thursday 2:23:45 XM :30 \$650.00 Letterman CROSSROADS GPS 999 P-3 4 MWASH :30 \$650.00 Letterman 11:35 PM-12:35 XM 10/26/12 Friday2:11:00 XM 4 \$2,600.00 Line: 6 P-3 1 MWASH CROSSROADS GPS 999 Tuesdayl:33:00 PM :30 \$2,400.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM 10/23/12 P-3 4 MWASH 999 CROSSROADS GPS 10/24/12Wednesdayl:11:26 PM :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 3 MWASH **CROSSROADS GPS** 999 P-3 10/25/12 Thursday1:19:27 PM :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 11p M-Su Local 12 New 11:00 PM-11:35 PM **CROSSROADS GPS** 999 P-3 5MWASH 10/26/12 Friday1:18:52 PM :30 \$2,400.00 P-3 2 MWASH **CROSSROADS GPS** 999 SaturdayI:05:35 PM :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 10/27/12 999 P-3 6MWASH \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS Sundayl:33:10 PM :30 10/28/12 6 \$14,400,00 Line: 7 P-2 1 MWASH 8:00 PM-9:00 PM CROSSROADS GPS 999 10/23/12 Tuesday7:59:26 PM \$6,500.00 OHSNT\Tue Reg 1 1 \$6,500.00 Line: 8 **CROSSROADS GPS** 999 P-2 1 MWASH Fri Reg 3 10:00 PM-11:00 PM Friday):43:00 PM :30 \$5,000.00 10/26/12 [Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority Spot # AE

Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services

> Station: WKRC-TV Order: 44905

ler: 44905									
Line: 8							P. 1. 1/1 P. 1. 1/2 P. 1/2 P. 1. 1/2 P. 1. 1/2 P. 1. 1/2 P. 1/2	- page 70 kg at 10 kg	
		144	\$5,000.00						1
Line: 9									
10/27/12	Saturday2:47:50 PM	:30	\$1,500.00	<u> </u>	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	2 MWASH
10/27/12	Saturday2:40:25 PM	:30	\$1,500.00	4	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	1 MWASH
		\$4.00 L	\$3,000.00				Fores,	1986	2
Line: 10									
10/27/12	Saturday):28:26 PM	:30	\$1,200.00	Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	999	P-3	1 MWASH
	Post III	L	\$1,200.00						35 200 1 g 152
Line: 11									
10/27/12	Saturday):28:45 PM	:30	\$2,000.00	Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-3	1 MWASH
			\$2,000.00					L	1
Line: 12									
10/28/12	Sunday):58:46 AM	:30	\$1,800.00	Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	999	P-1	1 MWASH
20 (CT)			\$1,800.00				1.01		1
Line: 13									
10/28/12	Sundayl:39:12 PM	:30	\$7,000.00	A CONTRACT OF THE PROPERTY OF	PROGRAMMENT AND DESCRIPTION OF THE PROGRAMMENT AND ADDRESS OF	PCROSSROADS GPS	999	P-3	1 MWASH
		tews.	\$7,000.00						1
Line: 15				0 0 0	(0.00.00.DM.40.00.00		000	D 0	4 3 4 3 4 4 4 4
10/28/12	Sunday):40:38 PM	:30	\$5,000.00	Sun Reg 3	(9:00:00 PM-10:00:00	CROSSROADS GPS	999	P-3	1 MWASH
Grad States et e		/ L	\$5,000.00						1
Line: 16						0000000100	000	D 0	4 8 41 4 4 4 4
10/29/12	Monday3:28:36 PM	:30	\$500.00	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	1 MWASH
			\$500.00						1
Line: 17									4.8.844.04
10/29/12	Monday1:28:26 PM	:30	\$850.00	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 I	PCROSSROADS GPS	999	P-2	1 MWASF
			\$850.00						1
Line: 18								5.0	4.8.844.04
10/29/12	Monday3:28:11 PM	:30	\$1,200.00	6p Local 12 News at Six	×6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1 MWASH
			\$1,200.00				1.024		. 1
Line: 19									
10/29/12	Monday ⁷ :10:12 PM	:30	\$900.00	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1 MWASF
			\$900.00						29 E. J. 1
Line: 20									
10/29/12	Mondayl:58:30 PM	:30	\$650.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1 MWASH
ila ja ja teorija ja			\$650.00			statis-uni dilikan i	to the part of		1
Line: 21									
10/29/12	Monday1:25:52 PM	:30	\$2,400.00	11p M-F Local 12 News	s 11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1 MWASH
******	<u></u>			[Filtered by:] [Sorte	ed by: Station1				
				į. morod 53. 3 [Dorid					

Spot Manager: All, 10/23/12-10/29/12



Date 1	Veekday	Air Time Length	Rate Ad-ID	Inv. Code (Booked)	Time Period Or	der Product Descrip	tiEstimate	# Priority	Spot# AE
dvertiser: Crossroads Gras	ss Root Po	olitical							
Agency: Mentzer Media	Services								
Station: WKRC-TV									
Order: 44905									
Line: 21		6-6-20-	\$2,400.00					-0 s 4,-; [1
Line: 22 10/27/12 10/27/12	Saturday		\$500.00 \$500.00 \$1,000.00	Big East Football Big East Football	(12:00:00 PM-3:30:00 CI (12:00:00 PM-3:30:00 CI	ROSSROADS GPS ROSSROADS GPS	999 999	P-4 P-4	1 MWASH 2 MWASH
Line: 23 10/28/12		y :30	\$7,500.00 \$7,500.00	NFL Regular Season	(1:00:00 PM-4:00:00 PC	ROSSROADS GPS	999	P-3	1 MWASH
		in the second	\$75,450.00 \$75,450.00 \$75,450.00 \$75,450.00						41 41 41
	- 1. ** · · · · · · · · · · · · · · · · · ·		\$75,450.00						41

